

WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131

MESSAGE & MEDIA - 19123 ATTN: LEAH CASTERLIN

**DATE**: 10-05-2012 **PAGE**: 1

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100 ALBANY STREET NEW BRUNSWICK NJ 08901

 Contract Dt 10-04-2012	Revision Dt	-		Brand BOB MENENDEZ FOR US SENATE	Product Code POLITICALS	Station/Market WPVI - PHILADELPHIA
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101701	100	1 2012				III.EII.EII	011 02			OD WEITER							<u> </u>						•••••	
Age	ency Est	#		CMS	#	Sales Office	1	Account Executive		Start Date	End D	Date	Billing							Packa	ge Con	tract Titl	е	
				24584	.9	PHILADELPHI	IA A	A. CLIFFORD		10-09-2012	10-15-2	2012	M (Broa	adca	st M	onth	, Cy	cle '	1)	Ν	2458	349		
Line Star	t Date	End Date	е .	Time Peri	iod		Descr	iption					Duration	_						SP	PW W	Price	Tot Spots	Total \$
1 10-09	9-2012	10-12-20	12	05:00AM	- 06:	00AM	MOR	NING NEWS 5A MO	-FR (	6948)		8	3	0	X	X	X	X			4	1,000	4	4,000.00
2 10-15	5-2012	10-15-20	12	05:00AM	- 06:	00AM	MOR	NING NEWS 5A MO	-FR (	6948)		8	30	0 X							1	1,000	1	1,000.00
3 10-09	9-2012	10-12-20	12	06:00AM	- 07:	00AM	MOR	NING NEWS 6A MO	-FR (	6949)		8	30	0	X	X	X	X			4	2,000	4	8,000.00
4 10-15	5-2012	10-15-20	12	06:00AM	- 07:	00AM	MOR	NING NEWS 6A MO	-FR (	(6949)		8	3	0 X							1	2,000	1	2,000.00
5 10-09	9-2012	10-12-20	12	07:00AM	- 09:	00AM	MOR	NING NEWS GMA 7	A MC	D-FR (6910)		8	30	0	X	X	X	X			4	2,000	4	8,000.00
6 10-15	5-2012	10-15-20	12	07:00AM	- 09:	00AM	MOR	NING NEWS GMA 7	A MC	D-FR (6910)		8	3	0 X							1	2,000	1	2,000.00
7 10-13	3-2012	10-13-20	12	06:00AM	- 08:	00AM	WEE	KEND NEWS 6-8A S	SA (69	997)		9	3	0					X		1	500	1	500.00
8 10-13	3-2012	10-13-20	12	08:00AM	- 09:	00AM	WEE	KEND NWS GMA S	A (70	98)		9	3(	0					X		1	800	1	800.00
9 10-14	4-2012	10-14-20	12	07:00AM	- 08:	00AM	WEE	KEND NWS 7-8A SU	J (705	56)		8	3(	0					>	۲	1	600	1	600.00
10 10-14	4-2012	10-14-20	12	08:00AM	- 09:	00AM	WEE	KEND NWS GMA S	U (70	99)		8	3(	0					>	۲	1	1,300	1	1,300.00
11 10-14	4-2012	10-14-20	12	09:00AM	- 10:	00AM	WEE	KEND NWS 9-1030A	SU	(7057)		8	3(	0					>	(	1	900	1	900.00
12 10-14	4-2012	10-14-20	12	10:30AM	- 11:	30AM	WEE	KEND NWS 1030-11	30A	SU THIS WE	K (705	9	3(	0					>	(	1	400	1	400.00
13 10-14	4-2012	10-14-20	12	12:00PM	- 01:0	00PM	WEE	KEND NWS 12-1P S	SU (70	060)		9	30	0					<b>X</b>	(	1	400	1	400.00
14 10-14	4-2012	10-14-20	12	06:00AM	- 07:	00AM	WEE	KEND NWS 6-7A SU	J (705	55)		9	30	0					<b>&gt;</b>	(	1	400	1	400.00
15 10-09	9-2012	10-12-20	12	12:00PM	- 12:	30PM	DAYT	TIME NOON NEWS	WEE	KDAY (6950)		8	30	0	X	X	X	X			4	1,700	4	6,800.00
		1																						



WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131 MESSAGE & MEDIA - 19123 ATTN: LEAH CASTERLIN 100 ALBANY STREET NEW BRUNSWICK NJ 08901

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| Contract No | Contract Dt | Revision Dt | Rev# | Advertiser | Brand | Product Code | Station/Market | 401701 | 10-04-2012 | 0 | MENENDEZ FOR SENATE, INC | BOB MENENDEZ FOR US SENATE | POLITICALS | WPVI - PHILADELPHIA

401701	10.0-	+-2012		WENCENDEZI	OK SENATE, INC		JD WILINEIND	LZTOK	00 OL				•					VI VI I III	LADELITIIA
Ag	gency Est	#	CMS # 245849	Sales Office PHILADELPHI	Account Exec		Start Date 10-09-2012	End [		Billing M (Broa	idcas	st Moi	nth, C	Cycle		Package N	Contract Titl	е	
Line Sta	art Date	End Date	Time Period	<b>'</b>	Description	<u>'</u>				Duration						SPW	/ Price	Tot Spots	Total \$
16 10-1	15-2012	10-15-2012	12:00PM - 12:	30PM	DAYTIME NOON	NEWS WEEK	DAY (6950)		8		Х					1		1	1,700.00
17 10-0	09-2012	10-12-2012	04:00PM - 05:	00PM	EARLY NEWS 4P	MO-FR (7239	9)		9	30		X	х х	X		4	800	4	3,200.00
18 10-1	15-2012	10-15-2012	04:00PM - 05:	00PM	EARLY NEWS 4P	MO-FR (7239	9)		9	30	X					1	800	1	800.00
10 10-0	00-2012	10-12-2012	05:00PM - 06:	OODM	EARLY NEWS 5P	MO_ED (609	ο\		9	30		X	v v			4	1,800	4	7,200.00
19 10-0	09-2012	10-12-2012	03.00FW - 00.	OUTIVI	EARLI NEWS 3F	WO-FK (090	10)		9	30	1	^	^ ^	. ^		"	1,000	4	7,200.00
20 10-1	15-2012	10-15-2012	05:00PM - 06:	00PM	EARLY NEWS 5P	MO-FR (698	8)		9	30	Х					1	2,200	1	2,200.00
						•	·												
21 10-0	09-2012	10-12-2012	06:00PM - 06:	30PM	EARLY NEWS 6P	MO-FR (6989	9)		9	30		X	х х	X		4	3,000	4	12,000.00
22 10-1	15-2012	10-15-2012	06:00PM - 06:	30PM	EARLY NEWS 6P	MO-FR (6989	9)		9	30	X					1	3,000	1	3,000.00
23 10-1	13-2012	10-14-2012	06:00PM - 07:	30 <b>D</b> M	WEEKEND NEWS	SA-SH 6-73	ND (600N)		8	30					x x	( 1	1,600	1	1,600.00
25 10-1	13-2012	10-14-2012	00.001 101 - 07.	301 W	WEEKEND NEWO	OA-00 0-730	01 (0330)			30	1				^ /	`	1,000	•	1,000.00
24 10-1	13-2012	10-13-2012	07:00PM - 07:	30PM	EAGLES INSIDE	THE SEASON	N SAT 730P	(CONFII	9	30					X	1	450	1	450.00
25 10-0	09-2012	10-12-2012	11:00PM - 11:	35PM	LATE NEWS MO	-SU (6969)			9	30	)	X	х х	X		4	3,200	4	12,800.00
		<b>.</b>				••• (••••)													
26 10-1	15-2012	10-15-2012	11:00PM - 11:	35PM	LATE NEWS MO	-SU (6969)			9	30	X					1	3,200	1	3,200.00
27 10-1	14-2012	10-14-2012	11:35PM - 12:	05AM	EAGLES FRENZY	Y (7229)			9	30					,	( 1	500	1	500.00
						. (. ===)									-	.   .			
																Contract	ed Gross Tota	l: 51	85,750.00
																			05 756 22
																	ual Gross Tota cy Commissior		85,750.00 12,862.50
																/ igon	Net Tota		72,887.50

## Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and



WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131

MESSAGE & MEDIA - 19123 ATTN: LEAH CASTERLIN

**DATE**: 10-05-2012 **PAGE**: 3

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100 ALBANY STREET NEW BRUNSWICK NJ 08901

	ontract N 401701	-	ontract Dt -04-2012	Revision Dt	Rev#	Advertiser MENENDEZ FOR S	SENATE, INC	rand OB MENENDE	ZFOR	US SE	NATE	roduct OLITIC		•			Station/Mar WPVI - PHI	ket LADELPHIA		
	Age	ncy E	st#	CM 2458	IS # 849	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-09-2012	End [		Billing M (Broa	dcast	Month,	, Cycle	: 1)	Pack N	·	Contract Ti	tle	
L	ne Star	Date	End Dat	e Time P	eriod	Desc	cription				Duration		ΓW			SS	PW	Price	Tot Spots	Total \$
N	lonth/YF	₹		Pre	empted		Made Good	Contract T	otal		Α	djusti	ments							Actual Total
	ct 12				0.00		0.00	85,750	0.00				0.00							85,750.00
	TOTAL				0.00		0.00	85,750	0.00				0.00							85,750.00